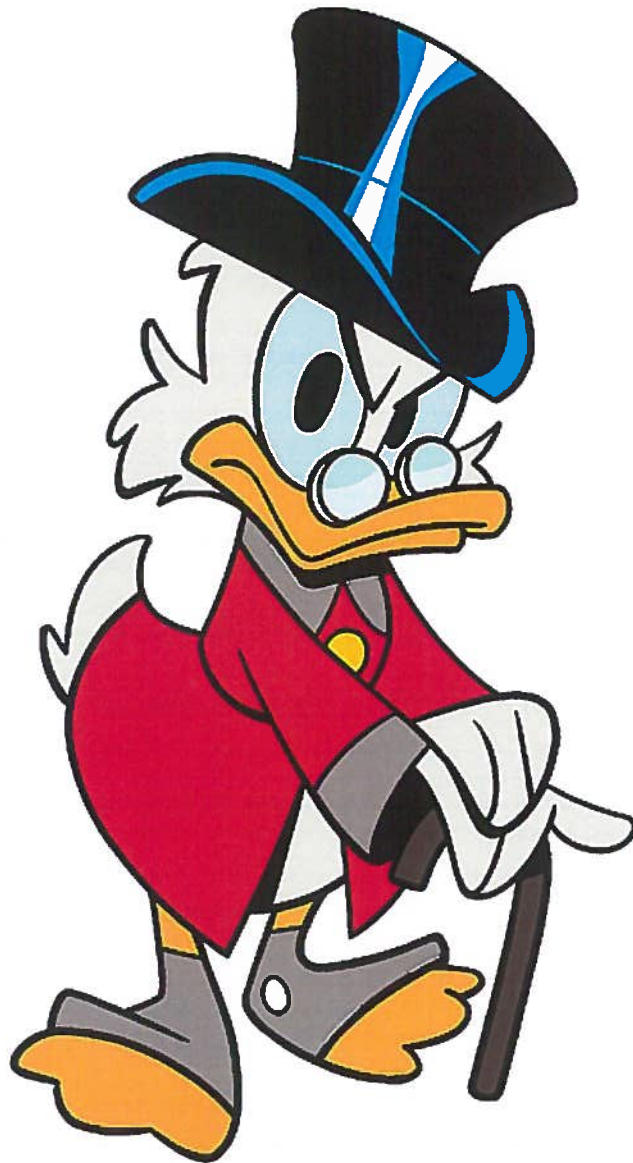




A comedy adventure following the family of Scrooge McDuck, an entrepreneur who has conquered commerce on every front, along with his rambunctious nephews, as they travel across the globe in search of exciting adventures while meeting outrageous new friends.

written and proposed by Joe Pitt

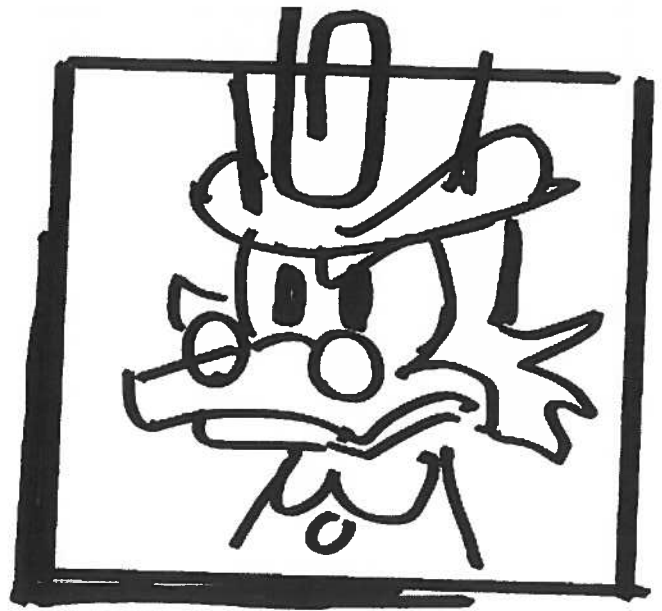
SCROOGE MCDUCK



Character Archetype: Optimistic Youth, Money-Hungry Anti-Hero,
Broken Old Man, and Redemmed Soul

The Scottish business magnate, tycoon, and sole owner of McDuck Enterprises who loves swimming in his own money. He's also a thrifty adventurer, explorer, philanthropist, and uncle to three little nephews, and one lazy grown schmuck. Underneath his greedy, miserly ways, lies a buried heart of gold.

Explorer Profile:



Life-Long Dream:

Find "The Lost City of Gold"

Biggest Fear:

Losing what I've worked so hard for

Value Most:

Losing me Lucky Dime

What Motivates You:

The lesson my father taught me, "Be tougher
that the toughies and shrpier than the sharpies and
make your money square"

What would you do with
a day off work / school:

While the sad sacks are resting, I'll be making double!
Resting is for the dead

What would you do with
a million dollars?

Swim in it! I mean, invest it back into McDuck
Enterprises and profit profit, profit!
(But I'd have to take a dive first)

When Life gives you
Lemons:

Make Lemonade, label it "Fresh and Organic"
and charge quadruple the price.

DONALD DUCK



Character Archetype: Comic Relief

Scrooge's brash, quick-tempered nephew and employee who gets stuck with all the bad luck and is loaded with faults.

He may be hard to understand at times, but it's because he speaks "Angrish". While at times his short fuse is a hindrance, and even a handicap, it can also help him in times of need.

Explorer Profile:



Life-Long Dream:

To not have to do anything

Biggest Fear:

~~Falling to my death~~
~~Snakes~~
Monday

Value Most:

Peace and Quiet

What Motivates You:

Keeping Scrooge off my back

What would you do with
a day off work / school:

Laying in a hammock, being fanned by beautiful
gals, while sipping coconuts under a shaded palm on a
desert island

What would you do with
a million dollars?

Become a King or Duke of somewhere and make
Scrooge work for ME

When Life gives you
Lemons:

Throw them back in life's face!
Sun-ofa \$@#*!

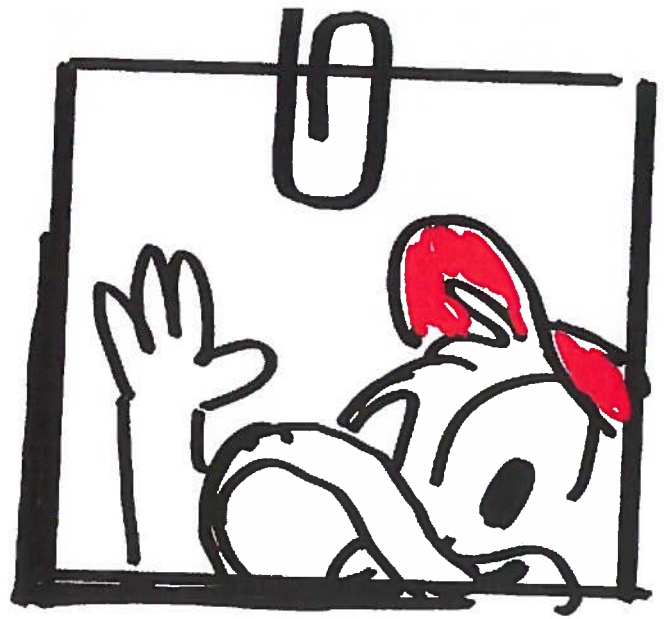
HUEY DUCK



Character Archetype: Optimistic Youth

One of Scrooge's triplette nephews. Of the mishchievous trio, Huey is thought of as "The Party Guy". He lives in the present moment and solves problems spontaneously.

Explorer Profile:



Life-Long Dream:

Eat a quadruple-double-stacked
breakfast burger in one sitting

Biggest Fear:

Getting to school and realizing I'm not
wearing pants....wait

Value Most:

My trusty slingshot

What Motivates You:

Fun and Adventure!

What would you do with
a day off work / school:

Party at the swimming hole

What would you do with
a million dollars?

Super Toy Shopping Spree

When Life gives you
Lemons:

Play how many lemons can we fit into Unca'
Donald's mouth while he sleeps

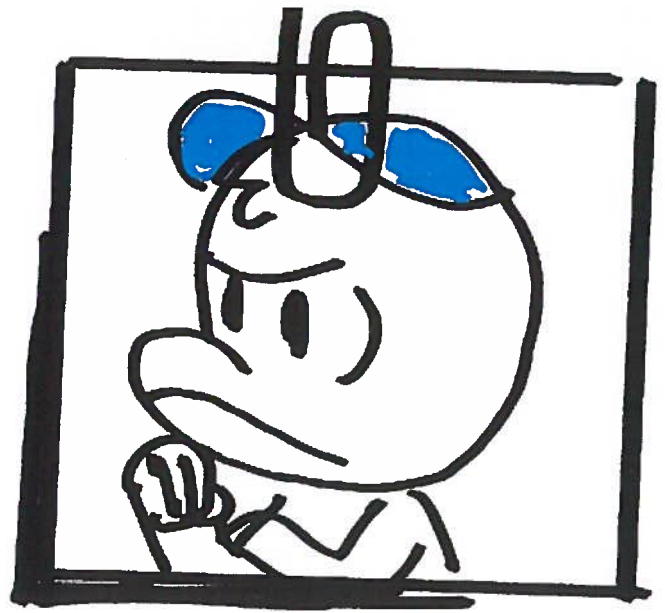
DEWEY DUCK



Character Archetype: Optimistic Youth

One of Scrooge's triplette nephews. Of the mishchievous trio, Dewey is thought as "The Brains". He always looks to the future and is great at inventive problem solving.

Explorer Profile:



Life-Long Dream:

To build a robot to do my chores

Biggest Fear:

School dances

Value Most:

iphone-like gadget

What Motivates You:

Fun and Adventure!

What would you do with
a day off work / school:

video game marathon without sleep
for 48 hours straight

What would you do with
a million dollars?

Buy and ultra delux super-stealth
quadrocopter

When Life gives you
Lemons:

Use them as batteries

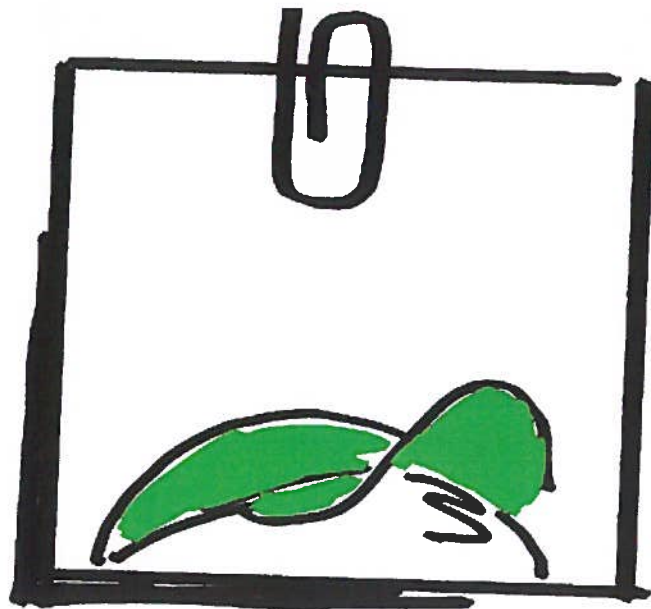
LOUIE DUCK



Character Archetype: Optimistic Youth

One of Scrooge's triplette nephews. Of the mishchievous trio, Louie is known as "The Shy One". He lives in the past and solves problems using what he's learned from previous experiences.

Explorer Profile:



Life-Long Dream:

Collect all of the Duckberg
Baseball Cards ever printed

Biggest Fear:

Ghosts

Value Most:

Junior Woodchuck's manual

What Motivates You:

Fun and Adventure!

What would you do with
a day off work / school:

Eat my candystash in the treefort and
read my old comic books

What would you do with
a million dollars?

Buy an extremely rare "Babe Mallard"
baseball card

When Life gives you
Lemons:

Lemonade Stand

FLINTHEART GLOMGOLD



Character Archetype: Money-Hungry Villain

Flintheart Glomgold, the Scottish, wind-bagging, enterprising tyrant, is Scrooge McDuck's life-long archrival. Glomgold will do any corrupt, immoral, or illegal act in order to make more money. Flintheart is a reflection of what Scrooge could become if he continues further down the path of greed.

Explorer Profile:



Life-Long Dream:

To Own ALL THE GOLD and monopolize the world!

Biggest Fear:

Losing

Value Most:

The Glomgold Family name and Enterprise

What Motivates You:

Money

What would you do with a day off work / school:

A day off? BAH! apparently you know nothing of us Glomdolds

What would you do with a million dollars?

What have I done with a million dollars? Keep it up with these daft questions and "The Duckberg Times" will be the "Glomgold Times" faster than you can say "Hott off the press"

When Life gives you Lemons:

Build an overpriced lemonade stand and then build a spicy food stand next to it

LAUNCHPAD MCDUCK



Scrooge McDuck's optimistic pilot, who's head's always in the clouds. Launchpad may not be the most skilled pilot in the world, but he's a reliable friend to the McDucks

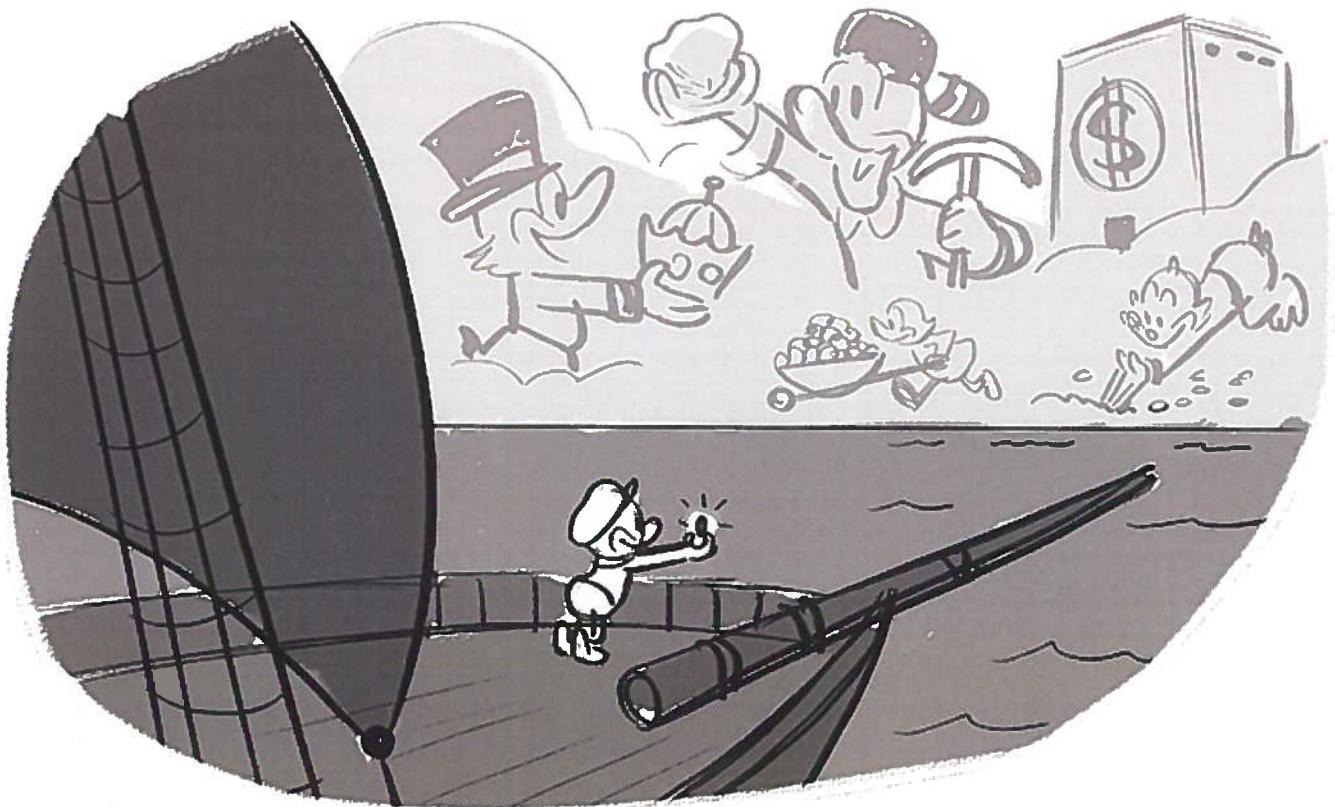
DUCKWORTH AND MRS. BEAKLEY



The house butler and maid at The McDuck Mansion. While Duckworth may seem a bit snooty at times, he will always be there for the McDuck family. Mrs. Beakley is the mother figure in the nephew's life, having been with them since they hatched.

The Last of Clan McDuck

We begin on Scrooge's lucky dime as he tells the story of his humble beginnings in Scotland. After his Grandpappy was swindled out of their land and the beautiful McDuck Manor, Scrooge's father never stopped teaching his shy young son about the value of working hard and never letting anyone take advantage of you. Set up with his first shoe-shine box, the young Scrooge takes to the streets to find his first customer - little does he know, his father sends a friend with especially muddy boots and a strange coin to be his son's first patron. After spending most of the day cleaning the man's boots, he is rewarded with a measly little American dime. Scrooge is furious at the tiny coin he can't use and vows to never be swindled again: "Life is filled with tough jobs, and there'll always be sharpies to cheat you. In order to make it in life, you have to be tougher than the toughies and sharper than the sharpies and make your money square." Inspired by his first dime, Scrooge works hard and eventually earns enough to set off to America - the land of opportunity - to seek his fortune in life and start his great adventures.



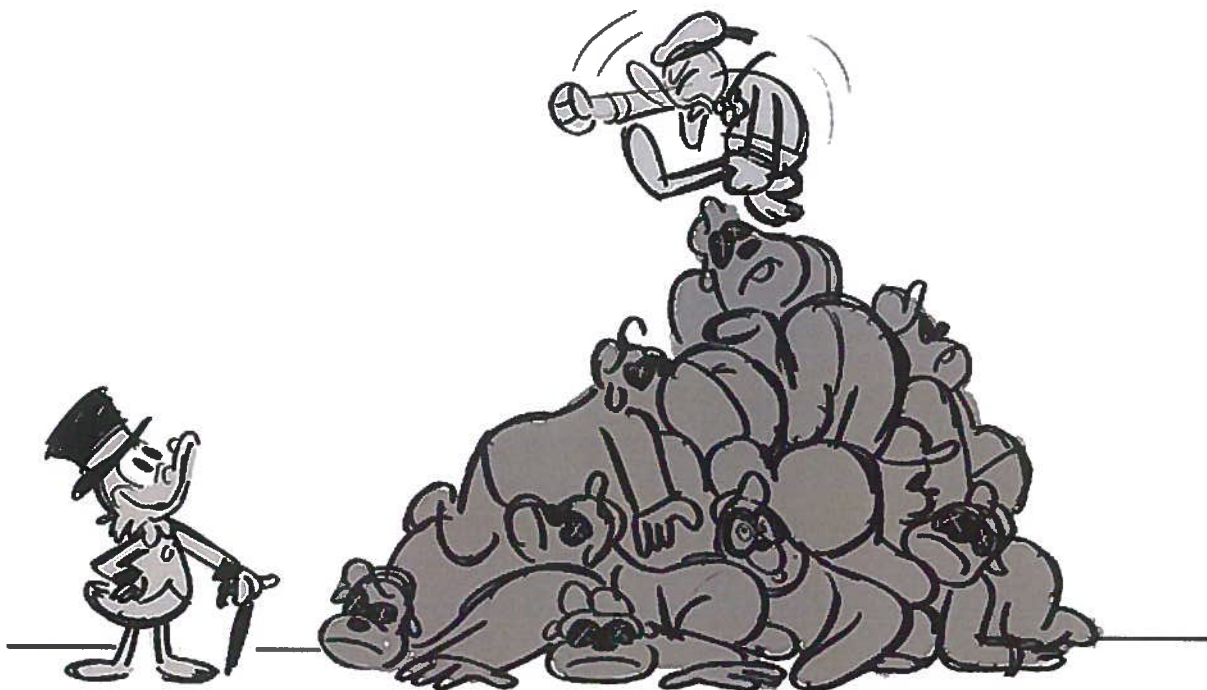
Eggs in One Basket

Scrooge McDuck, who has never thought of anyone but himself, finds three little eggs abandoned on his doorstep one cold December night. He begrudgingly takes them in and is forced into being responsible for these helpless little eggs. Never having taken care of anything before, not a pet or a plant, he comically struggles in frustration to keep them from breaking. Several weeks and many rolls of ducktape later, the eggs hatch into three little ducklings, which he initially name "Small, Weak, and Pipsqueak." Later on he renames them to "Huey, Dewey, and Louie," in order to sound a little less demeaning. Through being forced to think of someone other than himself, we see three little eggs grow up into his beloved nephews and melt Scrooge's frozen heart.



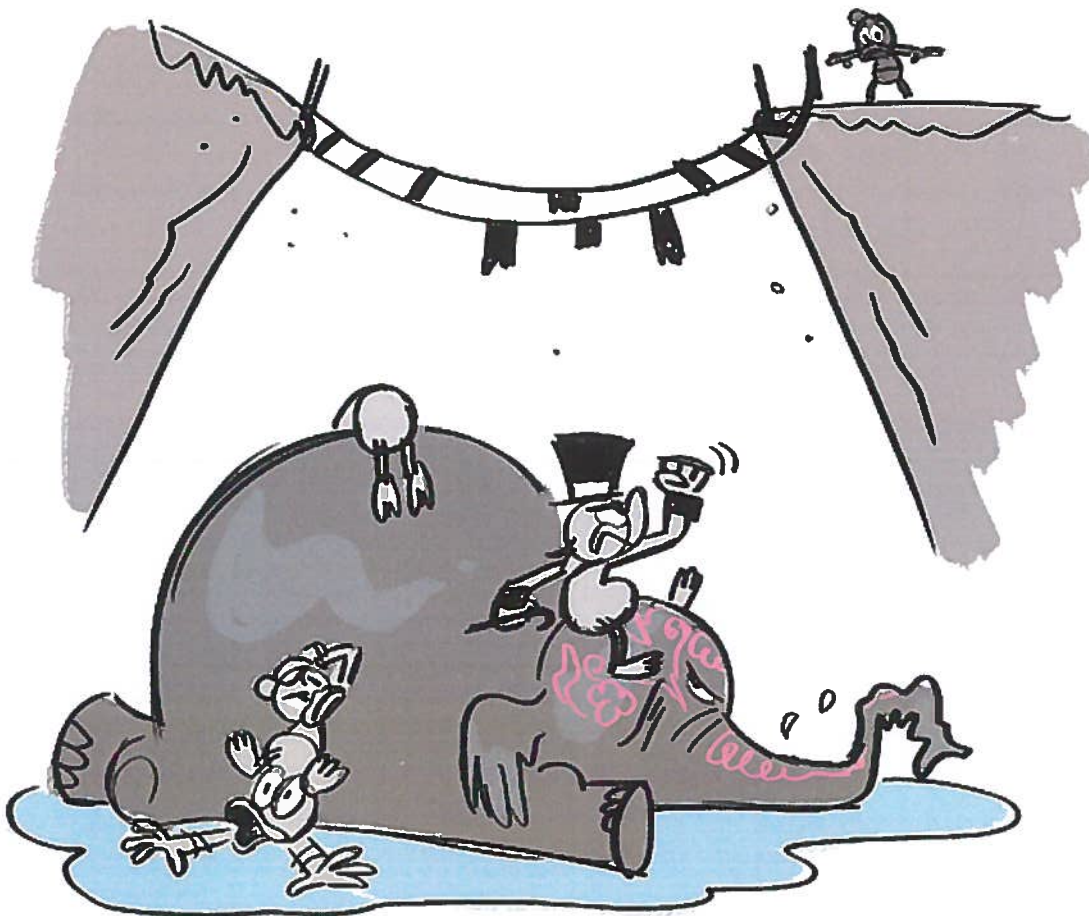
The Good, The Bad, and The Angry

Donald is working at a wedding as a waiter. While wheeling out the cake, a bratty little kid trips him, causing him to face-plant into the dessert. Donald spirals out of control into cake-rage, destroying the whole wedding in his path. He is then fired from his twelfth job this month. Donald needs a job desperately and seeks out his Uncle Scrooge for an easily earned living. Against his best judgment, Scrooge hires Donald under one condition: that he can't lose his temper again. Donald agrees meekly. Suddenly, the whole building shakes. They discover that the Beagle Boys, a team of bandit brothers, have bought the property next door. They are building a large compound where they secretly plan to drill a hole and siphon out all of Scrooge's money! Scrooge demands that Donald start earning his wage and help devise a counter attack, but all Donald can think of is to ring the doorbell and confront them face-to-face. Scrooge deeply regrets hiring his numbskull, hot-headed nephew and they get into a heated argument. Just as Scrooge is about to lose his temper, a plan strikes him. They do as Donald proposes and welcome the new neighbors with a large housewarming cake. As Scrooge is about to hand the cake over to the Beagles, he smashes it into Donald's face, causing his nephew to spiral into another cake-rage, and knocking out all Beagles in sight. Scrooge proudly presents Donald with his hard-earned salary, realizing that you may not be able to change a character's inherently bad personality traits, but you can sometimes use them for good. Donald discovers that Scrooge is only paying him 20cents an hour, and loses his temper again.



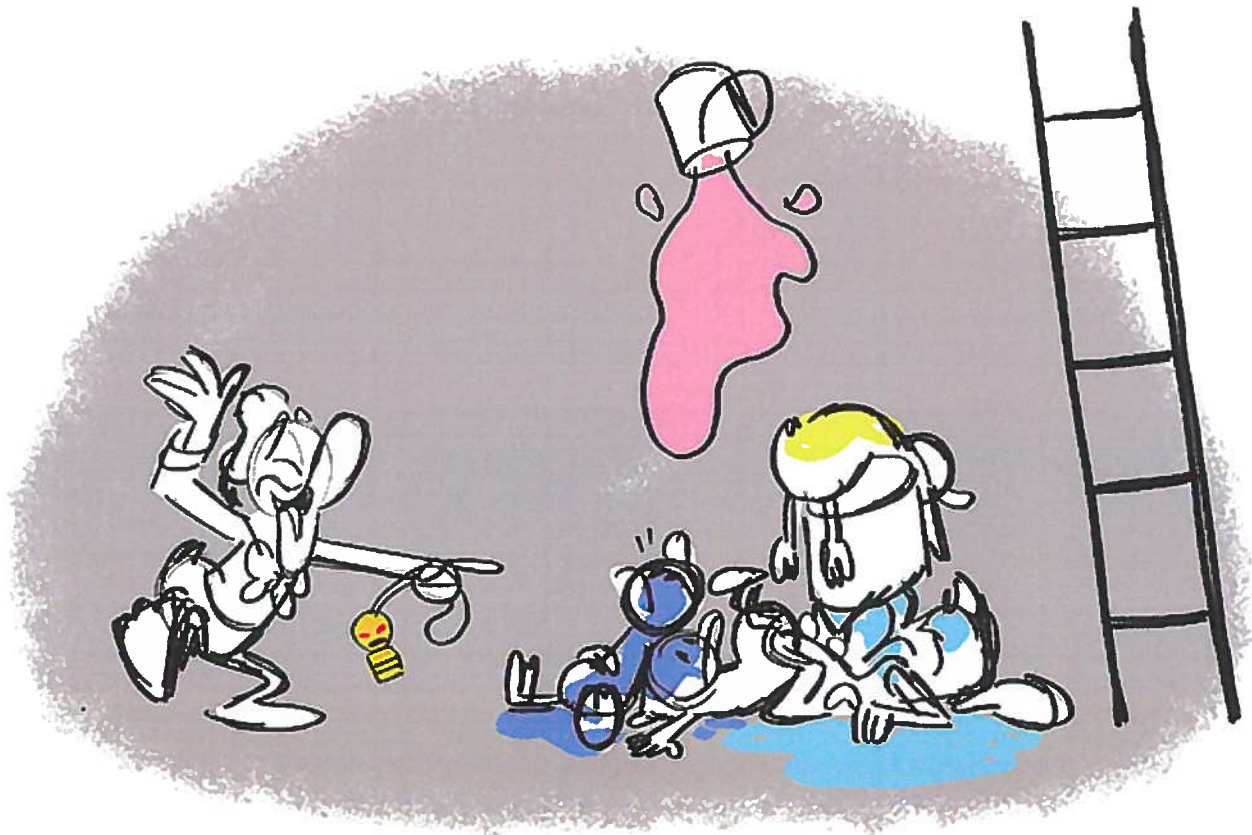
Treasure of The Ten Avatars

While on an excursion through a deep, dark, and unexplored Indian jungle Scrooge recently purchased, Huey keeps getting the crew into trouble by ignoring the maps and guidebooks and only relying on his gut instincts and intuition. After many exhausting and misguided days, the crew comes across The Lost City of Shambala. Knowing there is treasure buried deep within its temple walls, Scrooge and Donald venture in while the nephews guide them with a radio, through room after room of deathly booby traps. The nephews squabble about the correct paths to help guide Scrooge and Donald through safely, but Huey's gut instincts nearly gets their uncles killed. In the final trap-laden room, they are left with two options: one leading Scrooge and Donald to great fortune, and the other to sudden death. In the end it's Huey's gut instincts that lead them back safely as rich ducks, and the others agree that listening to your gut may sometimes be the right answer.



Bad Luck Ducks

Scrooge brings home a cursed amulet that attracts bad luck to the McDuck mansion. For Scrooge and the nephews, their luck takes a nosedive for the worse, turning them into pessimistic grumps. Meanwhile, Donald's luck is adversely affected because of him being so naturally unlucky, and gives him a new lease on life. Scrooge and the nephews discover that it's the cursed amulet ruining their lives and decide it needs to go. Donald protests this. The argument spins out of control into a comedic game of bad luck hot potato. In the end, the amulet is destroyed by an accident of Donald's own doing. Donald returns to his normal unlucky self while Scrooge and the nephews gain a new understanding for Donald's constant bad temper.



Plane Stubborn

Scrooge is off to find the lost Scepter of an Incan King deep in the South American jungle. Always the penny-pincher, he hires Launchpad as a cheap pilot and even cheaper transportation to get him there. Along the way they run out of fuel and crash onto an uncharted island in the Pacific. Scrooge tries to fix the damaged plane while Launchpad takes a more laid-back approach. One night, Launchpad is kidnapped by the tribe Natives, the Muk-Muks, and is brought back to their camp. Scrooge wakes up wondering where his blockhead pilot had wandered off to. Aggravated and exhausted, he continues to fix the plane. Launchpad discovers that the dark and horrible substance the tribe calls “Muk,” which is ruining their village, is actually oil they could use to get back home. Launchpad brings back oil to the fixed plane and Scrooge makes a mutual deal with the tribe of Muk-Muks: he will keep the oil from mucking up their village, and in return, will sell the oil for money. While Scrooge solves problems with tenacity and brains, it's Launchpad's care-free attitude that saves them and makes them rich.



Montezumallard's Revenge

Scrooge, Donald and nephews visit the Azduck civilization where Donald is perceived as the reincarnation of their once great emperor, Montezumallard. Donald revels in this misunderstanding, being primped and pampered as he makes Scrooge and his nephews his servants. Finally, HE can boss Scrooge around. Things take a turn for the worse when Donald is forced to perform a public sacrifice, with Scrooge and the nephews' heads on the chopping block as chosen by ancient Azduck law. Donald has to sacrifice his Imperial image in order to save his family as they narrowly escape the betrayed and angry Azducks. Back at home, Scrooge and the nephews turn the tables on Donald and make him pamper THEM as revenge.





Characters:

With the new DuckTales series, we're not picking up where we left off with the old series, nor should it feel like we're just recycling old material from the old show or comics. While the old DuckTales TV series still holds up today in the kids adventure drama, I feel like a new take on it by primarily strengthening the cast's personalities, celebrating their tropes, and having contrasts in personalities to create inner group conflicts and resolutions will make the new series feel a bit "updated and modern" from a story perspective. My favorite flavor of ensemble casts of recent are "Parks and Recreation" the "Toy Story" trilogy and the "Monsters Inc." series. These are all my top examples of trop-y characters playing off of each other in fresh and genuine ways. I'd love to get that flavor into the new DuckTales. One of my solutions of getting more "character" out of the show is by not primarily making the series about Scrooge and the nephews this time around, but instead Scrooge and Donald. Their opposing view points on life being from different up bringings and generations (e.g. Traditionalist/BabyBoomer) will create natural comedy and conflict between the two as they both set out on large scale adventures together. Of course the nephews will play roles as well, but a re-tooling of their personalities is needed I feel. In both the comics and TV series before, the three act as a collective one mind and while I feel like playing them as a unit is great, I also feel that adding differentiating personality traits to each will provide more for a broader cast and more story options. Launchpad McQuack, the bumbling failed hero and transportation for the crew, was introduced in the original DuckTales series as a replacement for Donald, but lacked dimensionality. He always struck the same annoyance and stupidity nerve with Scrooge, and fell flat as a character after a couple episodes in. Having Launchpad in the new series is a must for the fans, but making him a C character with playing hard on and celebrating his trope is the angle I'd like to take. With having a cast of three-dimensional characters, for contrast, I want Launchpad to feel like the two-dimensional cartoon character who never grew out of being just that. . In the original series, the collective group always seemed to only go up against the outside antagonistic villain of the episode and worked as a team to defeat it/them. In the new series, I would love to play on their character conflicts internally as another source of antagonistic action.

Locations and Scale:

I want a large range of locations, from the bright and clean city of Duckburg, to the deepest, darkest, lightly treaded jungles of the Congo. The home of our cast, Duckburg, should feel like a Toon Town-esque city, but one where residents' tax payer dollars pay for road construction and all the realities of actual city life occur. I really like grounding Scrooge's adventures in a sense of real geography. Don Rosa, I feel did the best job so far of balancing real geography with a twist of fantasy. I'd prefer the adventure locations to land in this range so that when contrasted with the cast of cartoon ducks, the stakes and peril feel grounded and real.

References:

I like Don Rosa's writing approach to the characters, giving them history and depth. His take on the cast transcends your slap stick cartoon character and breathes a grounded-ness to them that I love. His series "The Life and Times of Scrooge McDuck" is so far the best reference moving forward. He starts Scrooges' life with a terrific origin story and showing how through hard work and ingenuity, he became the richest man of all time. Character-wise it justifies his personality traits of being the stingy, money loving, curmudgeonly old man that he is. By setting this up, I get behind him and see it from his perspective. I would love to start the series off with a cinematic origin story of Scrooge. I do not want to approach the writing thinking that we're making "cartoons". I want to tell compelling stories with relatable characters while using the duck world as its vehicle. Going into this project thinking "I'm here to make a silly cartoon" is the wrong approach. That being said, what Carl Barks, I feel, does better than Rosa, are the charming local stories between the Beagle Boys and Scrooge. Bark's take on these stories do have a lighter tone than Rosa's and would be nice to throw some of that flavor into the mix just for contrast. The one thing that I wouldn't reference too much is Bark's dialogue. It's a bit out-dated for modern audiences and needs a fresher take. Coming from Gravity Falls, I really feel like the dialogue sharpness and rhythm that we established with first season is a good place to aim for when thinking about DuckTales. **Fun, adventurous, character-driven plots injected with pathos, peril, and heart.**

